

## **Another ART channel goes interactive with AutoScribe SMS2TV** SMS interactivity launched on ART channel EIN

**Amman, Jordan, August 2006** – Arab Radio Television has launched interactivity on its general program channel EIN using SoftArc's AutoScribe SMS2TV Lite. ART was supplied with two SMS2TV Lite systems by SoftArc distributor SoftEdit, based in Dubai, UAE.

"AutoScribe SMS2TV allows our viewers to chat with one another and express themselves using animated emoticons available on the AutoScribe objects," comments Hassan S. Merei, Director of Engineering at ART, Jordon Media City.

"Our objects support the in-line display of animated emoticons as opposed to tagging these onto the end or beginning of a message. This is in addition to the simultaneous display of left-to-right and right-to-left languages in a single SMS message. These unique features are important to our customers," says Sonja Breet, SoftArc Technologies Director.

### **About ART**

The Arab Radio and Television (ART) Network is the leading producer of premium Arabic family programming and entertainment worldwide. ART has remained focused on providing the Arab community with a diverse and exciting spectrum of family entertainment while maintaining a commitment to providing quality viewing services and preserving the integral traditional values of Arab culture.

International Network Distribution (IND) licenses the majority of premium pay television services to major platform operators and cable service providers on a global level. The ART/IND reach currently spans North America, South America, South Africa, and Australasia providing both cable and DTH services. ART attracts an estimated 9.4 million viewers globally.

### **About SoftArc Technologies**

SoftArc Technologies is an independent software vendor and solution provider to the broadcasting and media industries creating solutions for • TV • mobile • internet • radio • digital signage. SoftArc develops automated and cross-media solutions that enable broadcasters to deliver compelling content to their audience. Products include video graphics software, display and presentation software and streaming solutions.

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